

# OFFICE OF NATIONAL DRUG CONTROL POLICY

## COUNTERDRUG TECHNOLOGY ASSESSMENT CENTER

### I. RESOURCE SUMMARY

	Budget Authority (in Millions)		
	2005	2006	2007
	Final	Enacted	Request
<b>Drug Resources by Function</b>			
Research & Development	\$17.856	\$13.860	\$9.600
State and Local Assistance	23.808	15.840	-
<b>Total Drug Resources by Function</b>	<b>\$41.664</b>	<b>\$29.700</b>	<b>\$9.600</b>
<b>Drug Resources by Decision Unit</b>			
Research	\$17.856	\$13.860	\$9.600
Technology Transfer	23.808	15.840	-
<b>Total Drug Resources by Decision Unit</b>	<b>\$41.664</b>	<b>\$29.700</b>	<b>\$9.600</b>
<b>Drug Resources Personnel Summary</b>			
Total FTEs (direct only)	0	0	0
<b>Drug Resources as a Percent of Budget</b>			
Total Agency Budget	\$41.664	\$29.700	\$9.600
Drug Resources Percentage	100.00%	100.00%	100.00%

### II. PROGRAM SUMMARY

- The Counterdrug Technology Assessment Center (CTAC) was established within the ONDCP as the central counterdrug technology research and development organization of the U.S. Government. Section 708 of the ONDCP Reauthorization Act of 1998 (P.L. 105-277) re-authorized CTAC. In 1998 Congress also appropriated funding from the Violent Crime Reduction Trust Fund (P. L. 103-322) to begin the Technology Transfer Program (TTP) within CTAC.
- Since 1990, CTAC has been overseeing and coordinating a counterdrug research program that supports the goals of the *Strategy*. The CTAC research program provides support to law enforcement supply reduction by developing advancements in technology for improved capabilities, such as drug detection, communications, surveillance and methods to share drug crime investigative information. In addition, funding is available in the research program for demand reduction activities. Further, CTAC supports the TTP to enhance the capabilities of state and local law enforcement agencies (LEAs) with developments stemming from the federal research programs.
- ONDCP has interagency agreements with the U.S. Army (Electronic Proving Ground), U.S. Navy Space and Naval Warfare Systems Center (San Diego), Drug Enforcement Administration, Department of Agriculture (Agricultural Research Service), and other federal

agencies and departments to perform contracting and technical oversight services associated with CTAC-sponsored research initiatives and TTP.

- The research program allocates funding to initiatives in two areas: (1) supply reduction/law enforcement applied technology development initiatives, and (2) demand reduction/drug abuse research and technology initiatives.
- Within the two areas of supply and demand reduction, the CTAC research budget allocates funds for an outreach effort that informs academic, private sector, and international government organizations on progress in counterdrug research. The outreach effort provides a forum to solicit innovative solutions to satisfy the Science and Technology needs. The research budget also allocates funds for technical support to develop and administer the research program.

### **III. BUDGET SUMMARY**

#### **2006 Program**

- CTAC appropriations included \$13.9 million for counter-narcotics research and development projects of which up to \$1.0 million is to be directed to supply reduction activities. This budget includes \$2.8 million for contracting and technical oversight services for the research program.
- CTAC appropriations included \$15.8 million to continue operation of the Technology Transfer Program.

#### **2007 Request**

- The FY 2007 Request includes \$9.6 million for the counterdrug research program. The proposed initiatives are in three categories: 1) supply reduction research; 2) substance abuse prevention and treatment research; and 3) contracting and technical support.

### **IV. PERFORMANCE**

#### **Summary**

- This section on CTAC's program accomplishments is drawn from the ONDCP FY 2007 Budget Request and GPRA Performance Plan and FY 2005 Performance Report. Also included is material from the first CTAC biannual report submitted to the Appropriations Subcommittees in August 2005. The charts below include conclusions from the PART assessment conducted during 2003 and scores on program purpose, strategic planning, management, and results achieved are synthesized into an overall rating of the program's effectiveness. The PART review was not updated in 2005. The outcome-oriented measures and selected output measures presented indicate how program performance is being monitored.

- The 2003 PART rating of “Results not Demonstrated” was based on a finding that the R&D program utilized unsystematic prioritization processes, lacked baselines and performance targets, and had not conducted independent evaluations. New measures were developed for FY 2004 and established in FY 2005. Additionally, an independent evaluation of the program was completed by Deloitte in the second quarter of FY 2005. Based on this management review, recommendations were made to improve the success of the program, and they are currently being implemented. The Deloitte recommendations will significantly enhance both the performance and the accountability of the CTAC program.

## Research Program

CTAC					
PART Review					
Last Year Reviewed		2003	Rating Received	Results Not Demonstrated	
Evaluation Area		Score	Review Highlights Below:		
Purpose.....		80	Baselines and targets are needed. Program lacked prioritization of submitted proposals. Performance results should be made public.		
Planning.....		30			
Management.....		70			
Results.....		7			
Selected Measures of Performance					
Selected Outcome Measures				FY 2005 Target	FY 2005 Achieved
■	Percent of demand-reduction research funding allocated to National Strategy Priorities			-	-
■	Percent of prototype systems procured by user agencies			20%	25%
■	Percent of CTAC supply-reduction R&D funding allocated on identified IAWG-T requirements			75%	37%
Selected Output Measures				Target	Achieved
■	New research projects initiated to expand understanding of the demand-side of illegal drug markets *			-	-
■	New research projects initiated to expand understanding of the supply-side of illegal drug markets *			-	-

\* New measures effective FY 2007.

## Discussion

- CTAC has taken steps to address each of the PART findings. Annual and long-term performance measures, baselines, targets and timeframes developed in FY 2004 have been established. CTAC has also committed to full and open competition and a prioritization of proposals received. Proposals are being evaluated by subject matter experts and peers from end-user agency organizations for technical merit and relevance-- they also and undergo additional scrutiny based on cost feasibility and “best value” for the government.
- The R&D program either met or exceeded the majority of its FY 2005 targets. Progress was documented on the completion of three neuro-imaging centers as well as eighty-six research publications being published. The Interagency Working Group for Technology (IAWG-T) provided information on potential projects for supply reduction R&D.

# OFFICE OF NATIONAL DRUG CONTROL POLICY OPERATIONS

## I. RESOURCE SUMMARY

	Budget Authority (in Millions)		
	2005 Final	2006 Enacted	2007 Request
<b>Drug Resources by Function</b>			
Interdiction	\$3.563	\$3.548	\$3.079
International	3.563	3.548	3.079
Investigations	2.035	2.026	1.759
Prevention	5.852	5.827	5.057
Research & Development	1.339	1.303	1.316
State and Local Assistance	5.343	5.320	4.617
Treatment	5.089	5.067	4.398
<b>Total Drug Resources by Function</b>	<b>\$26.784</b>	<b>\$26.639</b>	<b>\$23.305</b>
<b>Drug Resources by Decision Unit</b>			
Operations	\$25.445	\$25.336	\$21.989
Research and Development	1.339	1.303	1.316
<b>Total Drug Resources by Decision Unit</b>	<b>\$26.784</b>	<b>\$26.639</b>	<b>\$23.305</b>
<b>Drug Resources Personnel Summary</b>			
Total FTEs (direct only)	123	123	123
<b>Drug Resources as a Percent of Budget</b>			
Agency Budget	\$26.784	\$26.639	\$23.305
Drug Resources Percentage	100.00%	100.00%	100.00%

## II. PROGRAM SUMMARY

- The ONDCP provides the President's primary Executive Branch support for drug policy development and program oversight. ONDCP advises the President on national and international drug control policies and strategies and works to ensure the effective coordination of drug programs within the federal departments and agencies. ONDCP responsibilities include:
  - Developing a *National Drug Control Strategy (Strategy)* and submitting to Congress annual reports on the progress and implementation of the *Strategy*;
  - Developing a consolidated *National Drug Control Budget* to implement the *Strategy* and certifying whether the drug control budgets proposed by National Drug Control Program agencies are adequate to carry it out;

- Including in each annual report an evaluation of the effectiveness of the federal drug control program during the preceding year;
- Coordinating and overseeing federal anti-drug policies and programs of 11 federal agencies responsible for implementing the Strategy;
- Conducting policy analysis and research to determine the effectiveness of drug programs and policies in accomplishing the *Strategy's* goals;
- Encouraging private sector, state, and local initiatives for drug prevention, treatment, and law enforcement;
- Operating a Counterdrug Technology Assessment Center (CTAC) to serve as the central counterdrug technology research organization for the United States government;
- Overseeing the Drug-Free Communities Program, which provides grants to community anti-drug coalitions to reduce substance abuse among our youth; and
- Managing a National Youth Anti-Drug Media Campaign designed to prevent youth drug use with messages for youth and their parents and mentors.

### III. BUDGET SUMMARY

#### 2006 Program

- The total FY 2006 budget for ONDCP is \$26.6 million and 123 FTE.
  - **Operations:** In FY 2006, ONDCP intends to spend \$25.3 million to pursue activities that allow the agency to support drug policy development and provide oversight on major programs such as the National Youth Anti-Drug Media Campaign; the Drug-Free Communities Program; and the HIDTAs. Additionally, ONDCP provides coordination and policy oversight to a number of agencies and organizations involved in drug control.
  - **Policy Research:** The budget includes over \$1.3 million for policy research to fund such projects as: development of a marijuana source-signature; improvements to real-time drug data analyses including the Clandestine Lab Seizure System, workplace drug testing data, and marijuana potency data; improvements to retail drug price and purity information; development of a quick-response survey to gauge dynamic trends in drug use; a marijuana yield study; and investigating the effectiveness of drug-free activities in the workplace.

#### 2007 Request

- The total FY 2007 budget for ONDCP includes a request of \$23.3 million and 123 FTE. This request represents a decrease of \$3.6 million from the FY 2006 enacted level. This decrease is partially a result of a request by the Office of Administration to fund ONDCP's

costs of burn bags, transportation subsidy, flexible spending account fee, GSA rent, federal protective service, and health unit as part of the effort to centrally administer common enterprise services for the Executive Office of the President.

#### **IV. PERFORMANCE**

- ONDCP has responsibility for operating four major programs: HIDTA, CTAC, the Drug-Free Communities program, and the National Youth Anti-Drug Media Campaign. Performance information for each program is provided in the respective sections of this document, except for HIDTA which is being proposed for transfer to the Department of Justice.

# OFFICE OF NATIONAL DRUG CONTROL POLICY

## HIGH INTENSITY DRUG TRAFFICKING AREAS

### I. RESOURCE SUMMARY

	Budget Authority (in Millions)		
	2005	2006	2007
	Final	Enacted	Request <sup>/1</sup>
<b>Drug Resources by Function</b>			
Intelligence	\$49.647	\$49.239	-
Interdiction	25.903	25.690	-
Investigations	133.678	132.581	-
Prevention	2.390	2.390	-
Prosecution	8.634	8.563	-
Research & Development	1.984	1.980	-
Treatment	4.287	4.287	-
<b>Total Drug Resources by Function</b>	<b>\$226.523</b>	<b>\$224.730</b>	<b>-</b>
<b>Drug Resources by Decision Unit</b>			
High Intensity Drug Trafficking Areas	\$226.523	\$224.730	-
<b>Total Drug Resources by Decision Unit</b>	<b>\$226.523</b>	<b>\$224.730</b>	<b>-</b>

<b>Drug Resources Personnel Summary</b>			
Total FTEs (direct only)	0	0	-
<b>Drug Resources as a Percent of Budget</b>			
Total Agency Budget <sup>1/</sup>	\$226.523	\$224.730	-
Drug Resources Percentage	100.00%	100.00%	-

<sup>/1</sup> In FY 2007, the President's budget proposes transferring this program to the Department of Justice.

### II. PROGRAM SUMMARY

- The HIDTA program provides resources to local, state, and federal agencies within each of the 28 HIDTA's for implementing their regional joint strategy. The program empowers local, state, and federal officials to institutionalize their collaborative efforts and fosters innovation and systems solutions.
- A HIDTA usually consists of the following:
  - A 16-member executive committee, composed of local, state, and federal representatives, which manages the budget and daily activities of the HIDTA;
  - A task force(s) of co-located law enforcement representatives;
  - Co-located drug and money laundering task forces;

- A regional joint intelligence center and information sharing network; and
- Other supporting initiatives to sustain law enforcement activities.
- The HIDTA program has brought together representatives from law enforcement, criminal justice, and demand reduction disciplines to forge partnerships for developing effective multi-agency, multidisciplinary responses to regional drug problems.
- The following is a designation history of the current 28 areas designated as HIDTAs: In 1990, ONDCP established the following five HIDTAs: the Southwest Border, (California, Arizona, New Mexico, West Texas, and South Texas), Los Angeles, Houston, South Florida, and the New York/New Jersey HIDTAs. In 1994, it designated Puerto Rico-U.S. Virgin Islands and Washington-Baltimore as HIDTAs. In 1995, Atlanta, Chicago, Philadelphia Camden were added as HIDTAs. In 1996, ONDCP established HIDTAs in the Northwest (Washington state), Lake County (Indiana), and the Midwest (including Iowa, Kansas, Missouri, Nebraska, and South Dakota; focused on methamphetamine use, production and trafficking), Rocky Mountain (Colorado, Utah, and Wyoming), and the Gulf Coast (Alabama, Louisiana, and Mississippi). In 1997, the San Francisco Bay Area and Southeastern Michigan were designated as HIDTAs. In FY 1998, Congress provided \$10.0 million for the creation of four new HIDTAs in Appalachia (Kentucky, West Virginia, and Tennessee); Central Florida; North Texas and Milwaukee, Wisconsin. Congress also provided additional funding for methamphetamine reduction programs in HIDTAs. In 1999, areas in Central Valley, California; Hawaii; New England (Connecticut, New Hampshire, Maine, Massachusetts, Rhode Island and Vermont); Ohio and Oregon were designated as HIDTAs. Finally, in 2001, areas in North Florida and Nevada were designated as HIDTAs.

### **III. BUDGET SUMMARY**

#### **2006 Program**

- The FY 2006 budget of \$224.7 million includes \$132.6 million for investigations, \$49.2 million for intelligence, \$8.6 million for prosecution, \$25.7 million for interdiction, \$2.4 million for prevention, \$4.3 million for treatment, and \$1.9 million for auditing services and research activities.
- All HIDTAs have joint drug task forces that target drug trafficking organizations for dismantling and disruption, which increases the safety of America's citizens. HIDTAs integrate federal, state, and local law enforcement and prosecution agencies to develop sophisticated investigations of domestic and international drug trafficking organizations. HIDTA drug task forces conduct intensive surveillance of drug organizations; infiltrate street gangs; assist prosecutors in developing cases; and use specialized techniques to conduct sophisticated intelligence gathering, wire taps and investigations.



## 2007 Request

- The HIDTA program was established by the Anti-Drug Abuse Act of 1988, as amended, and the Office of National Drug Control Policy's reauthorization, P.L. 105-277, to provide assistance to federal, state and local law enforcement entities operating in those areas most adversely affected by drug trafficking. For FY 2007, the Budget proposes transferring the High-Intensity Drug Trafficking Area (HIDTA) Program, operated by the Office of National Drug Control Policy, to the Department of Justice in order to improve coordination with the Organized Crime Drug Enforcement Task Force (OCDETF) and the Department's other drug enforcement efforts.
- The program originally was intended to focus resources on a limited number of regions experiencing the most serious problems with organized drug trafficking. It now spends \$224.7 million on 28 areas that include much of the populated United States. Efforts to focus the HDTAs on the President's National Drug Control Strategy priority of targeting high-level organizations such as those on the Consolidated Priority Organization Target (CPOT) List have been hindered by the practice of funding individual HDTAs at the same level year after year. As a result, the Budget proposes a HIDTA Program that will focus funds on regions that are primary national drug distribution or transit zones. The Budget provides this new, better focused HIDTA program with funding of \$207.6 million.

# OFFICE OF NATIONAL DRUG CONTROL POLICY

## OTHER FEDERAL DRUG CONTROL PROGRAMS

### I. RESOURCE SUMMARY

	Budget Authority (in Millions)		
	2005	2006	2007
	Final	Enacted	Request
<b>Drug Resources by Function</b>			
Intelligence	\$1.984	\$ -	\$ -
Prevention	198.400	178.200	199.190
Research & Development	10.862	13.761	11.980
Treatment	0.744	0.990	0.990
<b>Total Drug Resources by Function</b>	<b>\$211.990</b>	<b>\$192.951</b>	<b>\$212.160</b>
<b>Drug Resources by Decision Unit</b>			
Counterdrug Intelligence Executive Secretariat	\$1.984	\$ -	\$ -
Drug-Free Communities	79.360	79.200	79.190
National Alliance of Model State Drug Laws	0.992	0.990	-
National Drug Court Institute	0.744	0.990	0.990
National Youth Anti-Drug Media Campaign	119.040	99.000	120.000
Performance Measures Development	0.992	1.485	1.980
United States Anti-Doping Agency	7.440	8.415	8.500
World Anti-Doping Agency Dues	1.438	2.871	1.500
<b>Total Drug Resources by Decision Unit</b>	<b>\$211.990</b>	<b>\$192.951</b>	<b>\$212.160</b>
<b>Drug Resources Personnel Summary</b>			
Total FTEs (direct only)	1	1	1
<b>Drug Resources as a Percent of Budget</b>			
Total Agency Budget	\$211.990	\$192.951	\$212.160
Drug Resources Percentage	100.00%	100.00%	100.00%

### II. PROGRAM SUMMARY

- Activities supported by Other Federal Drug Control Programs include the National Youth Anti-Drug Media Campaign (Media Campaign); the Drug-Free Communities Program (DFCSP); the United States Anti-Doping Agency (USADA); Performance Measures Development (PMD); the National Drug Court Institute (NDCI), World Anti-Doping Agency (WADA) dues and the National Alliance of Model State Drug Laws (NAMSDL).

### III. BUDGET SUMMARY

#### 2006 Program

- The FY 2006 total program of \$193.0 million includes \$178.2 million for prevention, \$13.8 million for research & development, and \$1.0 million for treatment. This funding supports the following programs:
  - **Media Campaign (\$99.0 million).** The Media Campaign is an integrated effort that combines TV, radio, print, and interactive media with public communications outreach to youth and parents. Anti-drug messages conveyed in national advertising are supported by web sites, media events, outreach to the entertainment industry, and the formation of strategic partnerships with public health organizations, NGOs, and other government and private sector entities that enable the anti-drug messages to be amplified in ways that personally resonate with audiences. In particular, the Media Campaign focuses the majority of its efforts on educating 14-16 year olds and their parents on the negative health, social, academic and financial consequences of using illicit drugs, including marijuana. Advertising depicting the consequences of illicit drug use will be supported by local roundtables that bring together community leaders, media, experts, teens, and their parents to raise awareness and take action. Materials and resources will continue to be developed in order to fulfill public requests for information received by national clearinghouses and through the Media Campaign's web sites.
  - **DFCP (\$79.2 million).** This program supports the development and expansion of community anti-drug coalitions throughout the United States. Initially created as a five-year program (FY 1998 through FY 2002) authorized by the Drug-Free Communities Act of 1997, the program was re-authorized by Congress for an additional five-year period that will extend the program through FY 2007. The program provides up to \$100,000 per year in grant funding to local community, anti-drug coalitions, which must be matched by local communities. These grants are awarded through peer-reviewed annual competitions. Community coalitions typically strive to increase community involvement and effectiveness in carrying out a wide array of drug prevention strategies, initiatives, and activities. Additionally, some funds will be used for a grant to continue support to a private sector National Community Coalition Institute (The Institute). The Institute will provide technical assistance and training to community anti-drug coalitions
  - **USADA (\$8.4 million).** Funding will continue USADA's effort to educate athletes on the dangers of drug use and eliminate its use in Olympic sports. These funds will be used to assist the USADA in administering a transparent and effective anti-doping program in preparation for the upcoming winter Olympic Games in Torino, Italy. Specifically, these funds will support athlete drug testing programs, research initiatives, educational programs, and efforts to inform athletes of the newly adopted rules governing the use of prohibited substances outlined in the World Anti-Doping Code (the Code), the ethics related to doping, and the harmful health consequences of drug use. Furthermore, funds are increasingly being utilized to support legal efforts to enforce compliance with the Code and adjudicate athlete appeals involving doping violations.

- **Performance Measurement Development (\$1.5 million).** These resources will continue to assist in research and evaluation efforts to develop means for continually assessing the effectiveness of drug market disruption programs. These projects include measurement of changes in drug availability patterns, improving data collection and analyses techniques, and integrating multiple data sets into a coherent picture of the drug market. Additionally, the requested funds will be used to conduct evaluations of programs to determine why they are not achieving their objectives. These evaluations will be performance-focused and will assist in improving future budget decisions.
- **NDCI (\$1.0 million).** The NDCI supports the expansion and improvement of drug courts through its research, training, and technical assistance programs. NDCI has researched and reported on successful methods of financing and sustaining drug courts and will provide technical assistance to court systems wishing to adopt these methods. NDCI has developed and fosters standard drug court data collection practices, which allow for comparisons across drug court systems. Over the medium-term, NDCI plans to develop and maintain a bank of standardized data from all drug courts in the country. NDCI has formulated training materials to help courts increase their participant retention and completion rates, with an 87 percent completion rate as the target for success. As a next step, NDCI will provide court-specific technical assistance to those courts working to improve their retention and completion rates.
- **WADA (\$2.9 million).** WADA's mission is to combat performance enhancing and illicit drug use in Olympic sports. The organization is jointly funded by national governments and the international sporting movement. FY 2006 funding will cover the full participant membership by the U.S. government for CY 2005. The United States continues to play a leadership role in WADA's development by serving on WADA's governing Foundation Board. In 2005, the U.S. was elected to represent the 42-nation Americas region and serve on WADA's Executive Committee. Funds will be applied to drug testing, athlete drug education and prevention efforts, and research.
- **National Alliance for Model State Drug Laws (MSDL) (\$1.0 million).** The National Alliance for Model State Drug Laws: 1) will prepare for and conduct state model law summits, 2) assist state officials in the promotion and adoption of summit-based laws, 3) draft and distribute updated model laws, and 4) produce and distribute analyses of state laws and bills involving drug issues.

## 2007 Request

- A total of \$212.2 million is requested in FY 2007, a net increase of \$19.2 million from the FY 2006 enacted level. This net increase includes the following adjustments: elimination of the National Alliance of Model State Drug Laws and one year funding for the World Anti-doping Agency. Also included in this net increase are program increases of \$21.4 million identified below:
  - **Media Campaign (+\$21.0 million).** These additional resources will help purchase additional media time and space, increasing the reach and frequency of the Campaign's

anti-drug messages. Funding at the \$120.0 million level is crucial to restore effective levels of advertising time and space for general and ethnic audiences and to continue the Campaign's other essential communications programs to encourage the adoption of anti-drug attitudes and strategies by the nation's youth and their parents.

- **Performance Measures Development (+\$0.3 million).** These additional resources will permit follow-on studies to measure current trends in drug use, drug availability, price and purity, and monitoring chronic drug use patterns. This increase will assist research and evaluation efforts to develop improved means for assessing the effectiveness of drug market disruption programs.
- **United States Anti-Doping Agency (+\$0.1 million).** These additional resources will be used to assist the USADA in its effort to educate athletes on the dangers of drug use and eliminate its use in Olympic sports.

#### IV. PERFORMANCE

##### Summary

- This section on the performance of the major programs—DFCP and the Media Campaign—is drawn from ONDCP's FY 2007 Budget Request and Performance Plan, the FY 2005 Performance Report, and the 2003 PART review. The charts include observations from the PART assessment: scores on program purpose, strategic planning, management, and results achieved are synthesized into an overall rating of the program's effectiveness. Also included is a comparison of FY 2005 targets and achievements from the GPRA documents listed above, for the latest year for which data are available. The outcome-oriented measures and selected output measures presented indicate how program performance is being monitored.
- The 2003 PART rating of "Adequate" for DFCP reflected strong program management and planning. Although outcome measures have been identified, baselines and targets are needed. The review recommended public reporting of performance and an evaluation of program performance. In response, the program has made several changes in how data are collected from coalitions and how those data should be interpreted. Further, the coalitions themselves are being evaluated under a new performance management system to ensure continued progress in their objectives. Meanwhile there is anecdotal evidence of coalition effectiveness.
- The 2003 PART review found that the Media Campaign program had made improvements in planning and management, including the establishment of reasonable and measurable performance goals. Since completion of the data collection phase of the outcome evaluation, a new outcome evaluation contract has been pending the receipt of a review of the evaluation by the Government Accountability Office (GAO). Alternative evaluation methods have been established for 2006, including continuation of the special analysis of data from the Partnership Attitude Tracking Service (PATS) survey and Partnership for a Drug Free America's assessment of other national surveys of youth drug use.

## Drug-Free Communities Program

PART Review					
Last Year Reviewed		2003	Rating Received		Adequate
Evaluation Area		Score	Review Highlights Below:		
Purpose.....		100	Program management is strong. Baselines and targets are needed. Performance information should be made public.		
Planning.....		57			
Management.....		82			
Results.....		53			
Selected Measures of Performance					
Selected Outcome Measures				Target	Achieved
■	Percent of coalitions that report decreased risk factors in community			NA	NA
■	Percent of coalitions that report increased protective factors			*	*
■	Percent of coalitions that report improved substance abuse indicators			*	*

\* Established Baselines.

## Discussion

- The program has taken the necessary steps to address each of the PART findings. DFCP is completing the development of a monitoring system to track individual grantee performance in order to aid the development of appropriate baselines, realistic future performance targets according to the coalition typology, and the reporting of performance data. This system (Coalition Online Management and Evaluation Tool- COMET) will be made available to grantees in February 2006. COMET is expected to yield useful real-time data as a management tool. Meanwhile, DFCP has refined the outcome measures, begun collecting data, and has established new baselines for most of the performance measures.
- The establishment of this new performance management system and related evaluation contract has resulted in a break in the data collected from each coalition. While adequate data are not yet available to declare achievement of performance targets, initial data show evidence of success. For example, roughly 80 percent of coalitions in FY 2005 reported that youth in at least two grades had a higher perception of risk and a higher perception of parental disapproval compared to their baseline levels established in the 1990s and early 2000s. These data have provided new baselines for the measure on protective factors.
- The DFCP grant application has been revised to require grantees to regularly report the best available data on the results of their work in the community. In September of FY 2005, the national competition for grants resulted in 176 first-year grants being awarded; DFCP currently funds a total of 720 grantees, which includes first-year through eighth-year grantees.

## National Youth Anti-Drug Media Campaign

Media Campaign					
PART Review					
Last FY Reviewed		2003	Rating Received	Results Not Demonstrated	
Evaluation Area		Score	Review Highlights Below:		
Purpose.....		100	Improvements in planning and management have occurred, however there is little evidence of direct favorable campaign effects on youth; there is evidence of some favorable effects on parents.		
Planning.....		67			
Management.....		70			
Results.....		6			
Selected Measures of Performance					
Selected Outcome Measures				Target	Achieved
■	Percent of coalitions that report decreased risk factors in community			62%	66%
■	Percent of coalitions that report increased protective factors			75%	*
■	Percent of coalitions that report improved substance abuse indicators			41%	*

\* Data available March, 2006

## Discussion

- From 2002-2004, collective prevention efforts, including those by the National Youth Anti-Drug Media Campaign (NYADMC), have resulted in significant success in reducing teen drug use, as evidenced by the 19 percent decline from 2001 to 2005. To contribute meaningfully to the national goal of 25 percent reduction in youth drug use by 2006, the Campaign must do more than “stay the course” to sustain the downward trend. The Campaign introduced a new youth brand approach which allows the Campaign’s message to engage and resonate with a broader teen audience – even those who have been most skeptical of, and resistant to, previous anti-drug messaging. This new brand, “Above the Influence”, embeds drug resistance within an aspirational theme that is appealing and inspirational to teens. It appeals to teens’ goals and strong sense of self, and connects this aspiration to a rejection of substance use. Initial ads center on drugs and the social/societal context that leads to bad decisions (drug use) and resulting negative consequences.
- In FY 2005, the Campaign instituted a sole-source contract with the Partnership for a Drug Free America (“Partnership”) to create a high impact public service advertising campaign to help increase the knowledge of parents and opinion-leaders that methamphetamine is harmful to children and adolescents, and results in serious negative consequences for individuals and communities. Additionally, the campaign strives to increase the interest of individuals and their communities to take effective action to protect their youth from methamphetamine use.
- Prior to FY 2005, many of the performance measures for the Campaign relied on data from the National Survey of Parents and Youth (NSPY), conducted for ONDCP by the National Institute on Drug Abuse (NIDA) and its contractors as part of an independent evaluation of the Media Campaign. That contract expired at the end of 2004. While ONDCP awaits a formal GAO assessment of the evaluation, the Media Campaign will use existing national surveys to evaluate the Campaign. Monitoring the Future (MTF) will be used to track improvements in perception of the risk of drug use – which in turn predicts lower drug use by youth. In addition, a special analysis based on the PATS provides an assessment of the

NYADMC, specifically its marijuana negative consequences and early intervention campaigns. Monthly monitoring is done of the Campaign's internet sites for teens and parents, through measures such as user sessions and average time on site. Finally, data from the National Survey of Drug Use and Health (NSDUH) is also used to monitor program performance.